

**To:** Zou, Carolyn([carro@hey.com](mailto:carro@hey.com))  
**Subject:** U.S. Trademark Application Serial No. 97879450 - CARRO  
**Sent:** January 04, 2024 01:37:15 PM EST  
**Sent As:** [tmng.notices@uspto.gov](mailto:tmng.notices@uspto.gov)

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#### Attachments

[2767028](#)

[screenshot-www-chetu-com-services-php-17043910377551](#)

[screenshot-www-chetu-com-solutions-web-development-php-17043911196901](#)

[screenshot-www-chetu-com-solutions-animation-graphics-php-17043911655621](#)

[screenshot-design-google-17043912777361](#)

[screenshot-design-google-library-tooling-17043913340631](#)

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### United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

**U.S. Application Serial No.** 97879450

**Mark:** CARRO

**Correspondence Address:**

ZOU, CAROLYN  
391 SHERWOOD DR  
YARDLEY PA 19067  
UNITED STATES

**Applicant:** Zou, Carolyn

**Reference/Docket No.** N/A

**Correspondence Email Address:** [carro@hey.com](mailto:carro@hey.com)

## NONFINAL OFFICE ACTION

**Response deadline.** File a response to this nonfinal Office action within three months of the “Issue date” below to avoid [abandonment](#) of the application. Review the Office action and respond using one of the links to the appropriate electronic forms in the “How to respond” section below.

**Request an extension.** For a fee, applicant may [request one three-month extension](#) of the response deadline prior to filing a response. The request must be filed within three months of the “Issue date” below. If the extension request is granted, the USPTO must receive applicant’s response to this letter within six months of the “Issue date” to avoid abandonment of the application.

**Issue date:** January 4, 2024

## **Introduction**

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

## **Summary of Issues**

- Section 2(d) - Likelihood of Confusion Refusal

### **Section 2(d) - Likelihood of Confusion Refusal**

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 2767028. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration.

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the “*du Pont* factors”). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, “not all of the *DuPont* factors are relevant or of similar weight in every case.” *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

Applicant has applied to register the mark "CARRO" in standard characters for “Research, development, design and upgrading of computer software” in International Class 42.

Registrant’s mark is "KARO" in typed form for, in relevant part, “printing and graphic art design, namely, typography, electronic assembly and pre-press services; graphic design in the field of packaging, reports, exhibits, trade show displays, signs and promotional materials, as well as consulting

relating thereto; computer services, namely, designing and implementing web sites for others and computer software design for others;” in International Class 42.

### Similarity of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff’d per curiam*, 777 F. App’x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

Here, applicant’s mark, “CARRO”, is confusingly similar to the registered mark, “KARO” because they are spelled so similarly, it is likely they are pronounced the same way. Specifically, the letters “C” and “K” often make the same sound and the rest of the letters are identical, except for applicant’s mark having an additional letter “R”. The marks are essentially phonetic equivalents and thus sound similar. Similarity in sound alone may be sufficient to support a finding that the compared marks are confusingly similar. *In re 1st USA Realty Prof’ls, Inc.*, 84 USPQ2d 1581, 1586 (TTAB 2007) (citing *Krim-Ko Corp. v. Coca-Cola Bottling Co.*, 390 F.2d 728, 732, 156 USPQ 523, 526 (C.C.P.A. 1968)); TMEP §1207.01(b)(iv).

Because the marks look and sound similar and create the same commercial impression, the marks are considered similar for likelihood of confusion purposes.

### Relatedness of the Goods and/or Services

The goods and/or services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. *See Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

The compared goods and/or services need not be identical or even competitive to find a likelihood of confusion. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i); *see Made in Nature, LLC v. Pharmavite LLC*, 2022 USPQ2d 557, at \*44 (TTAB 2022) (quoting *In re Jump Designs LLC*, 80 USPQ2d 1370, 1374 (TTAB 2006)).

Here, applicant’s goods and/or services, “Research, development, design and upgrading of computer software,” are closely related to registrant’s goods and/or services, “printing and graphic art design, namely, typography, electronic assembly and pre-press services; graphic design in the field of packaging, reports, exhibits, trade show displays, signs and promotional materials, as well as consulting relating thereto; computer services, namely, designing and implementing web sites for others and

computer software design for others.”

The attached Internet evidence, consisting of screenshots from *Chetu*, *Google*, and *Adobe*, establishes that the same entity commonly manufactures, produces, or provides the relevant goods and/or services and markets the goods and/or services under the same mark. Thus, applicant’s and registrant’s goods and/or services are considered related for likelihood of confusion purposes. *See, e.g., In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

Accordingly, the goods and/or services are considered related for purposes of the likelihood of confusion analysis.

### Conclusion

Because the marks are similar and the goods and/or services are related, there is a likelihood of confusion as to the source of applicant’s goods and/or services, and registration is refused pursuant to Section 2(d) of the Trademark Act.

### Response Options to Refusals

Although applicant’s mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

**Response guidelines.** For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see the [Responding to Office Actions](#) webpage for more information and tips on responding.

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

**How to respond.** File a [response form to this nonfinal Office action](#) or file a [request form for an extension of time to file a response](#).



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(571) 270-5113  
Cherise.Barandao@uspto.gov

## RESPONSE GUIDANCE

- **Missing the deadline for responding to this letter will cause the application to [abandon](#).** A response or extension request must be received by the USPTO before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Trademark Electronic Application System (TEAS) [system availability](#) could affect an applicant's ability to timely respond. For help resolving technical issues with TEAS, email [TEAS@uspto.gov](mailto:TEAS@uspto.gov).
- **[Responses signed by an unauthorized party](#)** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

# KARO

<b>Word Mark</b>	KARO
	IC 035 US 100 101 102 business services, namely, corporate name selection; business consultation relating to designing and developing corporate images and brand identities; market research and strategic planning, as well as consulting and advice relating thereto; television and film advertising; and advertising services, namely the design and production of advertising material for use in print media and in radio, television and electronic broadcast mediums.
<b>Goods/Services</b>	IC 042 US 100 101 printing and graphic art design, namely, typography, electronic assembly and pre-press services; graphic design in the field of packaging, reports, exhibits, trade show displays, signs and promotional materials, as well as consulting relating thereto; interior design and space planning; [ industrial design services; ] computer services, namely, designing and implementing web sites for others and computer software design for others; and custom writing services in the field of press releases, newsletters, investor relations materials, employee communications and consulting relating thereto.
<b>Register</b>	PRINCIPAL
<b>Serial Number</b>	75673968
<b>Filing Date</b>	1999-03-26T00:00:00
<b>Original Filing Basis</b>	1b
<b>Current Filing Basis</b>	1a
<b>Publication Date</b>	2000-02-01
<b>Registration Number</b>	2767028
<b>Date Registered</b>	2003-09-23

<b>Owner</b>	<ul style="list-style-type: none"> <li>• (REGISTRANT) KARO DESIGN VANCOUVER INC. (CORPORATION; CANADA); 308-611 ALEXANDER STREET, VANCOVER, BC, V6A1E1, CANADA</li> <li>• (LAST LISTED OWNER) KARO GROUP INC. (CORPORATION; CANADA); 308-611 ALEXANDER STREET, VANCOVER BC, V6A1E1, CANADA</li> </ul>
<b>Type of Mark</b>	SERVICE MARK
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Live Dead Indicator</b>	LIVE
<b>Status</b>	REGISTERED AND RENEWED
<b>Attorney of Record</b>	David Schneck, Thomas Schneck

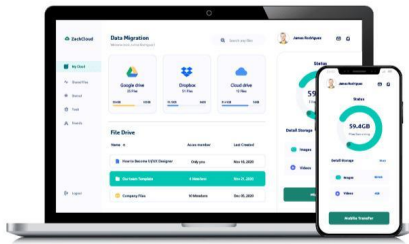
**Print:** January 4, 2024 12:44 PM



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#### API Integrations

We build custom APIs for all breeds of applications, adding functionality to your software systems and facilitating communication between your apps & others.



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Our AI-powered software development services include expert AI integrations, making it possible for any business to leverage these modern technologies to drive efficiency and innovation. Through intelligent AI algorithms, we simplify development processes, automate tasks, and provide personalized solutions tailored to address specific needs. Our dedicated industry tech experts harness the power of AI to deliver cutting-edge applications, predictive analytics, and seamless user experiences. Embrace the future of software development with Chetu's AI-driven expertise, and fast-track unprecedented growth and success in your industry.



### Full Stack Development

Our AI-powered full-stack development services offer advanced solutions that leverage the potential of AI throughout the software development lifecycle. From intelligent code generation to automated testing and performance optimization, our skilled developers configure AI algorithms to increase productivity, shorten development time, and build high-quality applications. With expert AI integration and personalized solutions, we develop custom software solutions that meet your distinct business needs. Partner with Chetu to leverage our AI-driven innovations and unlock the true potential of your projects.



### Agile Software Development

Our AI-powered agile software development services bring innovation and efficiency to your projects. With intelligent task allocation, automated testing, and predictive planning, we elevate collaboration and decision-making. AI-driven feedback loops provide continuous insights for iterative development. Utilizing natural language processing (NLP), we streamline documentation processes and catalyze communication. Benefit from smart resource management, auto-scaling, and fault tolerance for cloud-native applications. Chetu equips your organization with cutting-edge AI solutions, accelerating development cycles and implementing modern software solutions with precision and agility.



### Cloud-Native Applications

Our AI-powered cloud-native application development services empower businesses with advanced software solutions. Leveraging powerful machine learning (ML) algorithms, deep learning (DL) models, and NLP in addition to other AI technologies, we optimize resource management, auto-scale workloads, and ensure fault-tolerance for superior performance. Our automated deployment and orchestration simplify the development process, while AI-driven load balancing optimizes resource utilization. Security measures are fortified through AI threat detection, safeguarding data and applications with our expertise in containerization and microservices management.



### Robotics Process Automation

Our AI-powered robotics process automation (RPA) development services empower businesses through innovative robotics solutions. We leverage ground-breaking AI-powered technologies, such as advanced ML, DL, NLP, and computer vision algorithms to design and implement RPA solutions that automate repetitive tasks, improve efficiency, and minimize human errors. With our expertise in integrating intelligent robots into existing workflows, we equip organizations to achieve greater productivity and improved cost-effectiveness. Our customized RPA services will unlock new levels of performance and scalability for your business processes.



### Predictive Analytics

Our AI-powered predictive analysis development services offer sophisticated solutions to harness the power of AI in making informed business decisions. Leveraging advanced AI algorithms and data-driven insights enables us to provide accurate forecasts and actionable recommendations to optimize performance, mitigate risks, and identify growth opportunities. Through our expertly crafted predictive models, organizations can gain a competitive edge, increase efficiency, and stay ahead in today's evolving market landscape. Unlock the potential of AI-driven predictive analysis with AI-powered tools tailored to meet your distinct business needs.

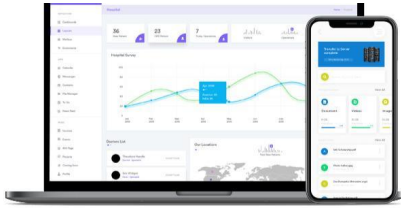
AI-POWERED CUSTOM SOFTWARE SERVICES

## Product Lifecycle Management (PLM)

Our agile, end-to-end product lifecycle management (PLM) model covers everything from conceptualization, concurrent front-end & back-end coding, deployment, QA, and more.



Quality Assurance (QA) Testing



#### Quality Assurance (QA) Testing

We provide comprehensive quality assurance (QA) testing services to deliver high value-added and agile-aligned software solutions and applications.



#### Data Migrations & Upgrades

We perform cloud-based data migrations, system upgrades, and other vital software modernization services, prioritizing system uptime and data integrity.



#### SLA Support Services

We meet your contracted Service Level Agreements (SLA), guaranteeing SLA compliance and ensuring optimal monitoring, reporting, and management of your SLA services.



#### IT Security Services

Our thorough threat audits help us identify your infrastructure's most critical vulnerabilities, allowing us to implement the encryptions & protocols you require.



#### Data Backup & Disaster Recovery

We implement robust data backup and recovery strategies for cloud-based, on-premise, and hybrid servers designed to ensure data integrity and business continuity.



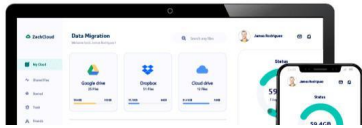
#### Infrastructure Support Services

We provide holistic IT infrastructure support, including help desk management, custom messaging & collaboration, network management, and system administration services.



## We Have On-Demand Developers

We are proud to employ over 2,800 in-house developers with many years of combined software development experience in a wide array of industries.



#### Real-Time Communication

Our developers work within your nearshore time zone to allow for real-time collaboration. We work to achieve a true "branch location" feel. We infuse accountability and transparency into our model with regular management and progress reports.



#### Scalable Business Model

We work with you to find the areas that are best suited to bring you value. Based on



your needs, our flexible business model gives you the option to increase or decrease the size of your dedicated team at any point of the lifecycle.



#### You Own The Source Code

Most software companies insist on owning their own source codes to prevent their clients from seeking out other vendors or tools. Under our agreement, you are the sole proprietor of the source code and intellectual property.

START YOUR PROJECT

## Hire Developers With Programming Expertise

Our highly experienced software developers have a deep understanding of how to leverage top programming languages, frameworks, and other software development tools to create the ideal solution for your digital transformation goals.

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- Java
- JavaScript
- Python
- C#
- C++
- SQL

#### Frameworks

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- Ruby on Rails
- ASP.NET
- React



## Custom Software Solutions

Augment your existing development team to complete a big project or build a new software solution or application from scratch with the best custom software development company, Chetu.



#### Customer Relationship Management (CRM) Solutions

Our software engineers and developers create custom CRM solutions that best fit business objectives, installing and migrating industry-leading platforms, such as Salesforce, SugarCRM, Microsoft Dynamics, SAP, and more for seamless CRM integration.



#### Enterprise Resource Planning (ERP) Solutions





We develop custom ERP solutions by revamping existing solutions or developing ERP systems from scratch, designed to cover core business functions, including inventory & distribution management, production, accounting, and more.



#### Point-of-Sale/Payment Processing Solutions

Our point-of-sale (POS) programmers seamlessly integrate industry-leading solutions and POS terminals, including Clover, Verifone, Ingenico, Stripe, Worldpay, and more, into your business systems to enable easy payment transactions.



#### AI & IoT-Connectivity Solutions

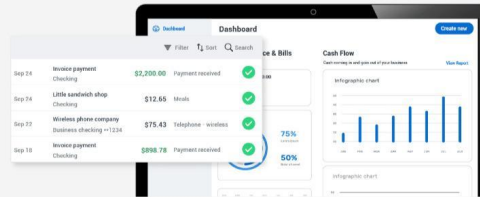
We program and integrate embedded software and firmware into a host of AI-powered IoT and M2M devices, including smart home equipment, consumer electronics, wearable technologies, industrial automation mechanisms (IIoT), and more.

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- Hospitality & Travel
- Human Capital Management (HCM)
- Meetings & Events
- Real Estate
- Retail
- Supply Chain
- Transportation



### AI Software Services: Answers to Commonly Asked Questions

What is AI in software services?



How can businesses implement AI in their software services?



What are some examples of AI in software services?



What skills are required to work in AI in software services?



How does AI improve software services? 

What are the benefits of using AI in software services? 

What is the future of AI in software services? 

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
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WORK FOR  
HIRE SERVICES:

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Real-time Collaboration & Accountability  
Full-time, Dedicated Developers

2000 In-house Developers  
Bridge Any Skillset Gap  
Industry-Specific Technical Teams

No Overtime or Hidden Fees  
Free QA and Free Management  
Save 50 - 75% on Development Costs!

Start Your Project Within 48 Hours  
We Foster Long-Term Relationships  
Over 22+ Years in Service to Our Customers

## OUR WEB DEVELOPMENT COMPANY CAN BUILD YOUR DREAM WEBSITE

Our website development services at Chetu can create your dream website. We design engaging and user-friendly websites that improve the customer experience, we work with you to understand your business goals and preferences. From simple blogs to complex e-commerce platforms, we are dedicated to delivering high-quality solutions that exceed your expectations. Let us bring your vision to life and enhance your online presence.



### Custom Website Application Development

Our team has experience developing a wide range of web applications, from simple web apps to complex enterprise solutions. We use the latest development tools and frameworks to design fast, reliable, and secure web applications that meet your business needs. We can customize your existing applications for Enterprise Resource Planning (ERP), E-Commerce, Interactive Gaming, Online Training & Courses, Customer Relationship Management (CRM), and so much more.



### Content Management Systems

We can help you integrate CMS capabilities into your existing website or application or develop a custom content management system (CMS) that makes it easy to manage your website content. Our CMS solutions are user-friendly, reliable, and flexible, allowing you to add and edit web content without needing to rewrite or update any code.



### No Cookie-Cutter Solutions

Our expert website development teams build, utilize, integrate, and customize the right tools, technologies, and frameworks to accomplish the goals that you've set forth. Whether you require Data Integration Services, Enterprise Application Integrations, Data Migrations & Upgrades, Implementation & Deployment, API Development & Integration, Quality Assurance, or more, we've got you covered.



### Diverse Coding Experience

From database design and web app development to system integrations and cloud consulting, our diverse team of Full-Stack Developers has the expertise to build your next software application. Our software engineers have many years of combined experience working with Java, JavaScript, PHP, Python, Objective-C, Ruby on Rails, jQuery, AngularJS, Node.js.NET Framework, and so much more.



### Maintenance, Monitoring, & Support

Our expert web design and development team provides ongoing maintenance, monitoring, and support to ensure that your custom websites and apps are working at optimal performances. Our Web Development Support and Maintenance Services include testing and debugging, updates and maintenance on security protocols, database maintenance, and so much more.



## Professional Web Design and Development Company

Our Full-Stack Web Developers have the programming expertise and industry-specific experience to build, integrate, and customize your website or application to align perfectly with your vision.



#### Web App Integration Services

We always stay on top of the latest developments in deployment, customization, and integration to design the perfect, seamless approach to how you utilize your software. Our back-end developers are experts in Java, PHP, Ruby, Python, SQL, and more while our front-end designers are well-versed in using JavaScript, CSS3, HTML5, and more.



#### Mobile App Development Services

With years of expertise under our belt, our team specializing in custom mobile app development can assist you in creating seamless and fluid experiences across various mobile devices.



#### Enterprise Web Design and Development

We use custom APIs and our vast knowledge of web services to build Enterprise Web Applications for digital marketing, CRM, inventory control, expedited workflows, and so much more.



#### Full-Stack Web Development Solutions

Our expert Full-Stack website developers are highly skilled in Java and SQL programming languages with experience in leading 12-factor applications and cloud platform implementation.



#### Web Portal Development

Our Web Portal Developers have both engineering expertise and a keen understanding of the business sector to create reliable and robust web solutions that help companies manage their workflows.



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Our Ecommerce development services can help you build an online store that drives sales and revenue. We have experience with various e-commerce platforms, including Magento, Shopify, and BigCommerce and we can help you choose the best for your business.



#### Web Integration Services

Our team of experienced web developers provides comprehensive web integration services, ensuring your software operates seamlessly across all platforms and devices for optimal performance and user experience.



#### CMS Integration

We integrate CMS capabilities into your existing website or application, enabling you to add and edit web content without needing to rewrite or update any code.

## AI Web Development Services

By leveraging artificial intelligence and machine learning, our AI web development services enable the creation of smarter, more personalized websites. Chetu offers a variety of efficient and cost-effective AI-powered web development services tailored to businesses' unique needs. From chatbots and virtual assistants to predictive analytics and content optimization, our AI software developers help businesses stay ahead of the curve and deliver exceptional user experiences.



#### Chatbots and Virtual Assistants

Our experts customize AI-powered programs to provide automated customer support and assistance to website visitors. We build custom chatbots using programming languages like Python, Java, or JavaScript. Our website engineers use artificial intelligence and natural language processing technologies to build custom virtual assistants that improve the customer experience.



#### Personalization and Recommendation Engines

Our website engineers integrate machine learning algorithms to provide users with personalized content and product recommendations based on browsing behavior and preferences. Predictive analytics involves using machine learning algorithms to analyze data and make predictions about user behavior, website performance, and other relevant metrics.

## Our Strategic Web Development Process

We meet the demands of your business by executing our strategically planned processes for delivering top-of-the-line Custom Websites & Applications.



## Full-Stack Technology

Our Website Developers utilize multiple software platforms, providing greater computing power, enhanced graphics, robust security standards, and improved performance levels.

Client Software (Front-End)



Our software engineers use JavaScript to calculate, manipulate, and validate different data to create dynamic and interactive user experiences.



Our Software Development Team has many years of collective experience working with HTML programming language for developing best-in-class custom websites and applications.



We use JSON for transmitting web application data in a much quicker and more efficient fashion to optimize the process of building your web application.



Our Software Development Team utilizes ELM's functionality, user-friendliness, fast compilation, and safe refactoring benefits to build, integrate, and customize your website or application.



We use AngularJS when creating dynamic web applications, appropriating its data binding, and dependency injection to eliminate the need to write an extensive amount of code.



We utilize jQuery to easily navigate a document, create animations, develop AJAX applications, select DOM elements, handle events, and create plug-ins on top of the JavaScript library.

## Server Software (Back-End)



Our Software Development Team uses PHP frameworks to provide a basic structure for streamlining and speeding up the development process of building personalized web websites and apps.



Our experts utilize Express.js to simplify the web application development process, making it easier to write fast, secure, and modular applications.



We use Node.js to create traditional websites, back-end API services, and data-intensive real-time applications that run across distributed devices.



We use Java as a general-purpose programming language to develop custom mobile and web applications, embedded systems, and big data processing.



We use Python as one of our primary programming languages for mobile and custom web development, video games, operating systems, machine learning, AI, and more



Our Website Developers use MongoDB for optimizing the performance of transactional stores and for high volume data storage purposes.

## Custom Web Development Services: Frequently Asked Questions

What are customized web development services?



What are the disadvantages of a custom website?



Why choose custom web development?



How is AI used in websites?



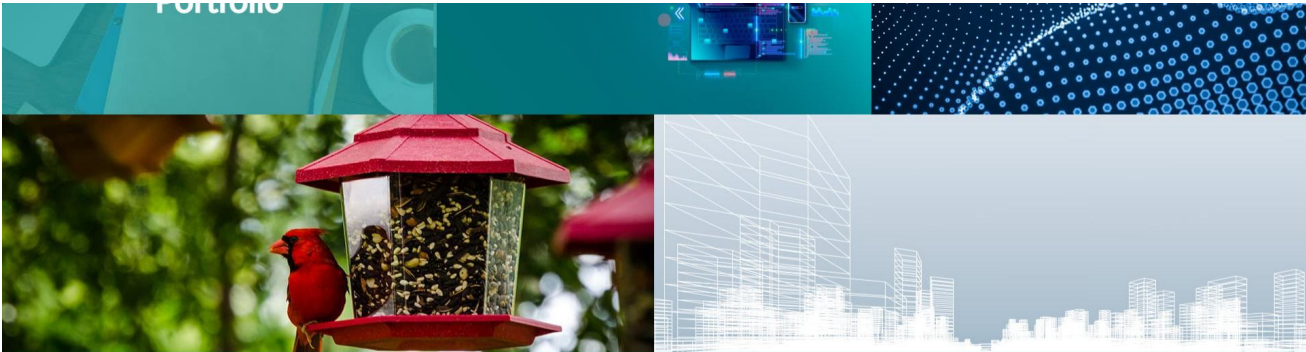
What are the 5 benefits of custom website design and development?



What is the future of AI in web development?







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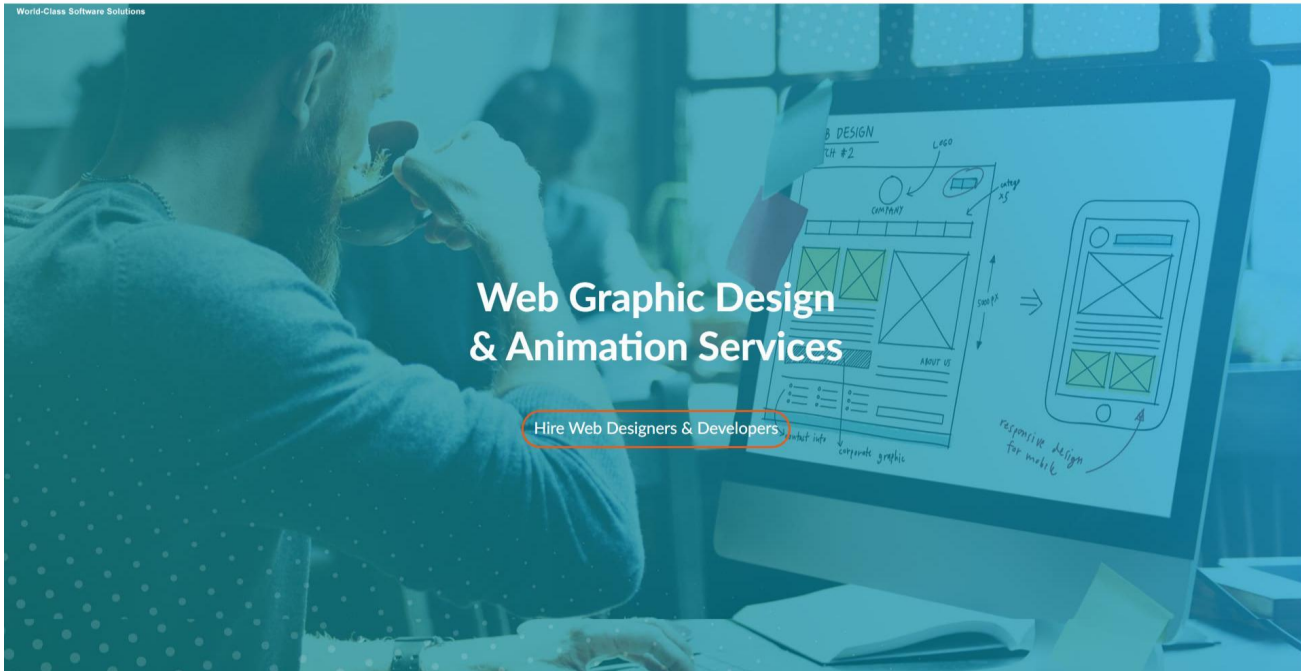


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World-Class Software Solutions

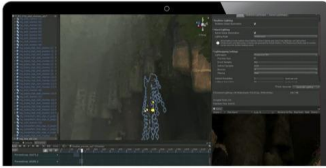
## Web Graphic Design & Animation Services

Hire Web Designers & Developers



## Our Developers Have Experience With Web Animation & Graphic Design

Our award-winning full-service design team provides interactive web graphic design and animation services to enhance the user experience, increase conversion rates, and improve engagement.



### Web Animation & Graphic Design Services

Our talented Web Animators and Graphic Designers can design a brand new website from scratch or make customized modifications to an existing website using the latest technologies in 2D & 3D animation to strengthen company brands and turn more viewers into loyal customers.



#### Video Animation Design

We offer intuitive video animation designs to create engaging and interactive assets for websites, mobile apps, web apps, social media profiles, and email marketing campaigns.



#### Logos & Branding

We help companies fulfill their branding vision by developing a brand from scratch or improving their existing brand using our masterful tools and skills.



#### Interactive Web Pages

We design interactive web pages using custom modules, features, and software development tools to create an engaging environment throughout the navigation process.

## Hear What Our Clients Have to Say



We could not have done this without Chetu. We really appreciate the high standards and ethics the Chetu team members have shown throughout this project, which is a really good reflection on your company. It is difficult in today's world to find people who have a work ethic like this, so it has been a very refreshing change. The new "whiteboard" feature is super cool as are all the cool viewing features you added for the images and videos.

*Creative Director, Entertainment Industry*



We are very pleased so far with the work by Pankaj and his team at Chetu. We are incredibly impressed with the level of organization, communication, speed, skill and understanding that Chetu has shown in regards to our requests and needs for a custom made CRM. We 100% know we made the right choice in trusting Chetu with this major undertaking.

*Director of Operation, Hospitality Industry*

## Custom Web Design & Animation Solutions

We develop, integrate, and customize attention-grabbing 2D and 3D animations with CRO in mind, capturing real-time interactions, and providing live data analytics to improve user experience and increase ROI.

[Get Animation Solutions](#)



### Web Animation

Our highly skilled and talented team of Web Animation Designers help startups, small-to-midsize, and enterprise-size businesses market their brand, increase conversion rates, enhance interactivity, and optimize engagement using vibrant 2D, 3D, live-action, screencast, motion graphic, and whiteboard animations.



### Motion Graphics Design

Our experienced Front-End Application Developers and Website Designers use motion graphics to showcase products and services in a more creative and engaging way, focusing on UX/UI functionality for e-commerce sites, corporate landing pages, widgets, and Progressive Web Apps (PWA).



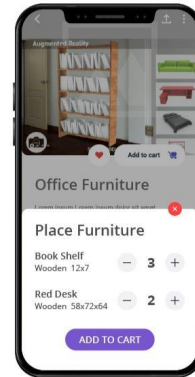
### CRO Design

We design and develop custom websites, mobile & web applications, and landing pages optimized with conversion rates in mind. We leverage marketing funnel design tools, such as call-to-action buttons and exit-intent popups to increase clicks, capture data, and convert shopping carts effectively.



### User Interface (UX/UI) Design

We implement various UX/UI design solutions, including buttons, chatbots, dashboards, notifications, chat screens, forms, maps, menus, photo galleries, calendars, search bars, counters, and so much more, along with touch screen implementation and mobile touch sliders for a seamless consumer journey.



## Custom Graphic Design Solutions



We design product promotion videos to achieve shorter conversion timelines, highlighting functionalities, integrations, logos, and critical features for enhanced branding.



### Animated Web Demos

We design animated web demos for businesses to provide the perfect medium for showcasing step-by-step processes on multiple digital channels.

### 3D and Hybrid Videos



We develop professional-grade, high-definition 3D and hybrid videos that incorporate live-action video and animation/realism components.



### Gamification Solutions

We apply various methods to gamify an existing application or website to better attract, reward, motivate, retain, and connect with audiences on any platform, allowing visitors to explore the website or application through stunning visual storytelling designs.

### VR & AR Software Solutions



Whether you require designers with a great deal of expertise in creating Augmented Reality (AR) animations for smart glasses or Virtual Reality (VR) animations for headsets, our expert motion designers can build a highly immersive simulation to bring your vision to life.



### Web & Mobile Application Solutions

Our talented team of experts design and develop high-quality, responsive, and reliable enterprise and client-facing applications to accurately reflect your company brand. We implement best-in-class features, modules, and functions to provide the ultimate user experience.

### Content Management System Solutions



We customize your website, web app, or mobile app to incorporate a content management system (CMS) extension so that you can update compelling content at any time. We can implement popular solutions, like *WordPress*, or create a new solution from scratch.

Seamlessly integrate third-party software with robust features to help users manage, maintain, and update their current website or application.

#### Integrate Animated Designs

#### Content Management System (CMS)

We couple your preferred CMS within your existing website or application backend development platform to extend and enhance your web content.



WordPress



Drupal



Joomla



Magento

#### 3D Animation Tools

We integrate popular 3D animation tools within your existing platform to create a highly customizable and beautiful website or application.



Maya



Blender



Unity



Adobe Animate

#### Virtual Reality Technologies

We implement emerging VR technologies for industries requiring highly immersive real-world interactions within a virtual environment.

#### Augmented Reality Technologies

We integrate industry-leading AR technologies within your existing systems to transform your website or application into an immersive environment.

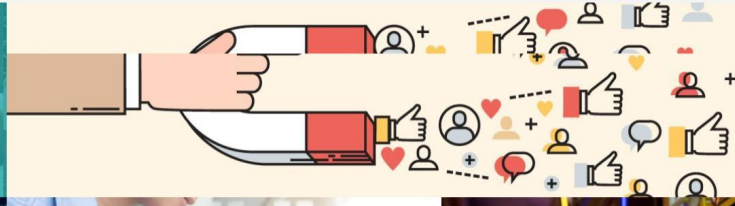
3DS Max  
React VR

Unreal Engine  
CRYENGINE

Vuforia  
Wikitude

ARCore  
ARKit

## Portfolio



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Google Design







# Making Material You

Watch the film

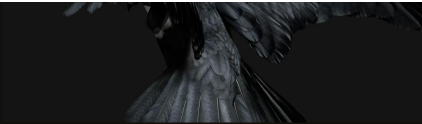
"What if form did not just follow function, but also followed feeling?" Without compromising the functional foundations of our apps, Material You seeks to create designs that are personal for every style, accessible for every need, alive and adaptive for every screen."





## Welcome back to Google Design

What is the role of the designer in this brave new world? Let's figure it out, together



## Pixel wallpaper takes flight

Drawn from the natural world, Pixel's latest wallpapers challenge what "premium" means

## Typography



Get ready for a windfall of new axes, starting with **Tilt Neon**, **Tilt Prism**, and **Tilt Warp**



Show your type melting over time like a glacier with **Climate Crisis** and its **Year** axis



### The Dancing Font from Outer Space

The animated variable font **Kablammo** has landed on planet Earth

## and fit warp

Go way beyond Italic with new variable fonts that open up opportunities for expression

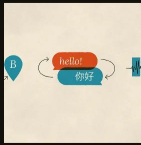
## its fear axis

Commissioned by a Nordic newspaper for its own editorial, Climate Crisis visualizes the urgency of climate change

## Archive

### People + AI Research

Get practical insights from Google's People + AI Research (PAIR) team on how to take a multidisciplinary and human-centered approach to designing with machine learning and AI...



### Have fun making stickers with DynaPuff!

Create custom text stickers on Android and Pixel phones



### Multiple scripts for multilingual India

The Anek multi-script typeface for 9 Indian languages and Latin was made through a collaboration of 12 type designers working across 8 cities in India.



### First Batch of Color Fonts Arrives on Google Fonts

Customize color palettes, add gradients, and more with COLRV1



### Giving African languages more Latin font choices

Questrial: A font for all African languages using the Latin writing system



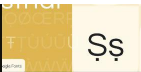
### The handwriting fonts that help Australian students learn how to read and write are now available in Google Workspace

Google for Education Australia and Google Fonts partnered to make Foundation Fonts for Australian Schools available on Google...



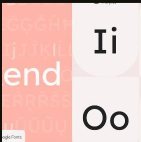
Partnering to change how the world reads

Expanding Lexend to different weights



From Rebranding to Readability with Atkinson Hyperlegible

Distinct and modern, the Atkinson Hyperlegible typeface aims to deliver both legibility and readability



You Asked for It—Here Are Some of Our Favorite Font Pairings

See our handpicked Google Fonts pairings in use, and start using them now in Figma



Adjusting Grade for Mode

Measuring the impact font grade has on text readability



Education teams for academic success enabled on Google Workspace, including Google Workspace for Education.

Emmy award for web fonts: faster online streaming

The Google Fonts team hits the red carpet



Modern Tiro Indic collection for classical South Asian texts

A cross-Atlantic collaboration created new Indic fonts with traditional text styles suitable for a variety of uses



Material Icons: Sehee Lee

An interview with Senior Visual Designer leading icons and design systems for Google Fonts, Sehee Lee



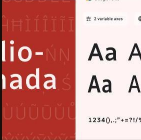
Roboto ... But Make It Flex

Google's most popular font gets customizable with the launch of Roboto Flex



**You can now use Radio-Canada's brand typeface**

The award-winning variable font comes to Google Fonts



**Wonky, goofy, playful, elegant and a workhorse: Meet a new breed of "Old Style" typeface**

Fraunces is a variable font that offers a variety of styles for text and display typography



**Say hello to Roboto Serif**

The newest member of the Roboto superfamily is designed to make reading more comfortable at any size, in any format.



**Flow and Redacted: new options for wireframes and early-stage designs**



**Introducing Material Symbols**

Fine-tune weight, fill, optical size, and grade with the variable icon font, available on Google Fonts



**Teaming Up to Improve Reading Research**

Google co-sponsors The Readability Consortium



**Clean and clear: making reading easier with Lexend**

A key factor in reading problems might be hiding in plain sight. Learn how changing fonts can change comprehension.



**Wonderland, Lowriders, and the Starship Enterprises**



Give your simulated text a realistic look while making it easy to add copy later on with Dan Ross's Flow Fonts and Christian Nutt's Redacted.

#### Reviving a forgotten font: Type detectives give life to Brygada

Mysterious Polish font matrices spark interest in a lost and forgotten pre-World War II typeface

#### The Maldives, Tai Chi, and Deep Sea Explorations

Multidisciplinary Googlers share itineraries that take us around the world. UX Program Manager Esther Rosenberg scrolls real estate Twitter on the ocean floor, Creative Lead Erol...

#### I Was Meant to Be a UX Researcher

How my Indian joint family prepared me for my career at Google



Three multihyphenates at Google take us for a ride across the universe. Interaction Designer Shudi Kashani traverses Wonderland, UX Manager Nadia Shojanala goes where no human...

#### Rewitalizacja zapomnianej czcionki: nowe życie Brygady

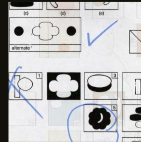
Matryce typograficzne sprzed II Wojny Światowej wzbudzają zainteresowanie w polskiej czcionce.

#### Announcing Google Fonts Knowledge

A new resource to help designers and developers choose and use type with purpose

#### Why Google Needs UXEs

User experience engineers, or UXEs, occupy an ever-evolving niche at Google. As creative all-rounders, they bring a balance of design savvy and technical design expertise to their...





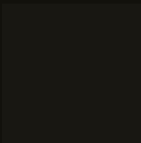
**Making Device-Specific Privacy a Design Priority**

Privacy in the digital age is a top priority for both users and developers. Anyone who connects to the Internet wants to be sure their information is secure online, but a growing...



**Building for Everyone**

As a Black woman, I've often felt like pieces of the world were not built with people like me in mind. I remember, for example, walking with my Mum to go to my very first ballet...



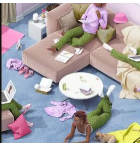
**What the Fog**

If you're like me, most of last year felt like stumbling around in an environment you couldn't quite see or understand. And that's...



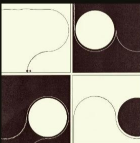
**Designing for Digital Wellbeing**

Humans are no strangers to innovation. Ages are even defined by technological medium—from stone, to bronze, to industrial, and now, digital. Each period plays a role in shaping...



**6 Ways to Develop Your UX Design Career**

The UX industry is constantly evolving; there's always more to learn, new tech to conquer, and fresh ideas to research and test. While establishing yourself can feel overwhelming...



**People, Products, and Epiphanies**

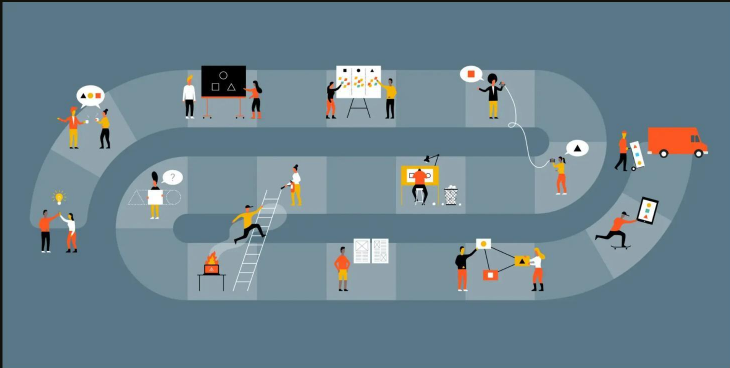
I joined Google's User Experience team over a decade ago. Since then, much has changed—technology, how we use it, and Google...



Google Design

Q =

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# Tooling up

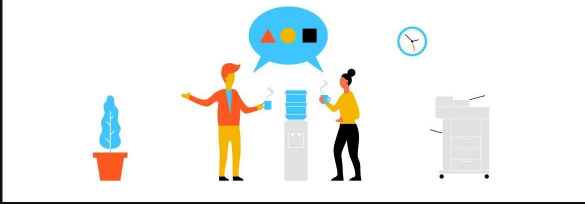
How a new generation of prototyping tools at Google will help designers build better software

By Amber Bravo  
Illustrations by Derek Kim

The road from design to production is often hard-won, filled with well-intended design detours, steep learning curves, and the occasional road block. Here's a common scenario: A team of designers begins building wireframes for a new product. Several weeks, revisions, and pin-ups later, they emerge with a "final," "shippable" file, which they hand off to the development team. The engineers poke holes in the design, deeming several elements "unbuildable," and begin rendering out some semiotics of the design in code. Several weeks later, they deliver a staging site. The designers are thrilled—this is the first time they've seen their design *RL*—but are quickly deflated when they realize how much of the design has been lost in translation. The typography is wonky. The animations and interactive elements need to be re-tuned. A volley of annotated emails with screenshots ensues, until finally, the designer and developer sit side-by-side, and visually adjust the design directly in code.

More often than not, this entire process is repeated several times.

"In my experience, 60% of design happens during implementation, and a lot of the original design winds up not working," says Owen Otto, a UX designer at Google. Otto participated in a field study in which he interviewed numerous designers working across the digital space, he found the pain points to be almost universal. When it comes to creating rich, interactive experiences, where narratives are nonlinear and so much is determined by the user's input, designers' tools are woefully limited. "They're using tools to communicate motion," says Otto. "Sometimes they just draw an arrow, saying, 'This slides up.'" But a new generation of technologists are heeding the call. I sat down with Paul Cotton of Pivotal, Max Weissel of Relative Wave—both innovators in the field of digitally native prototyping who've recently joined the Material Design team at Google—and Matias Duarte, VP Design at Google, to discuss the challenges and opportunities in creating the next wave of design tools, and the ongoing quest to realize the WYSIWYG.

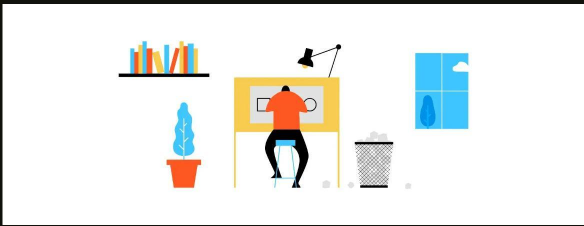


**Amber:** The problems plaguing designers in the digital space seem to be pretty complex. Did a lot of the impetus for building these tools come out of your own personal experiences and frustrations?

**Max Weisel, Form:** Totally. Relative Wave started out as a contracting studio, creating apps for musicians like Bjork and Lady Gaga. We found that when it came time to design and build a lot of these apps, most of our time was spent doing tedious things. Our iteration process was slow because our designer would take a first pass at something, and it would take us a few weeks to implement it to see if it was actually good or not. Form was borne out of us wanting a tool that not only allowed us to iterate more quickly and efficiently, but also would allow our designers to test different ideas and use different technologies without having to ask the engineers if certain things were possible or not.

**\*\*Matias Duarte, VP Design at Google:\*\***The scenario Max just described—I have seen it so many times at different parts of the industry, with different sized teams and experience levels. You get people together to try to talk about an idea, and the designer comes in with an artifact that is so limited—just a couple of static images. There's so much that happens in between those images, like how the flow of those images connects that is only clear in the designer's mind. As a designer, you'll have meetings where you're sure everybody is talking about the same thing, and then, usually right before time runs out, you realize, "Oh my gosh. They totally didn't get it." There's just this huge gap in understanding how things are supposed to move, or how one state connects to another state. That's a real problem. It's really hard to communicate what's in your head. It's much better to actually show it.

**Paul Cotton, Pivate:** Pivate's mission starting out was: How do we make it easier for designers to do the things they do well, with the flexibility they're used to, and enable them to do it easily for native mobile apps? We also asked companies, what are the fundamental pain points you have building and designing your mobile apps? Across the board, there was a consistent theme: It's difficult to take ideas and drawings and sketches and bring them into reality. What we really wanted to figure out was, how do we get these ideas into something that someone can hold and use and touch in the native way?



**Amber:** These tools are not only helpful to designers for testing their ideas, they must also be useful for selling ideas to clients and collaborators

**Max:** We definitely used Form in that way, but I think for us it was more just a tool to help with our own thinking. A big mistake we made early on was sharing unpolished work. Clients would be like, "It's going to be better than this, right?" It got to the point where we didn't show anything unless it was either clearly a sketch or a nearly finished prototype. We would even take nice prototypes and make them look more like a sketch in order to show our clients. Form makes it easier to share your imagination.

**"Matteo:"**It is kind of true. It's kind of like Michelangelo coming up to the Pope and being like, "See this big rock? It's going to be this beautiful statue! Trust me." He's going to be like "Okay... Maybe you could... I dunno... draw me a sketch of what this statue is going to look like?" Maybe I can imagine it, but I'm not sure what's in my imagination is the same as what's in your imagination.

**"Max:"**It becomes even more difficult when you start getting into engineering. Our burden was if the designers wanted to show some sort of complex motion, then we had better allow them to show it exactly the way they'd imagined it.

**"Paul:"**The other frustration is how can designers "round trip" their ideas? In other words, how does the designer push forward with his or her design concept while internalizing engineering needs and constraints? Our goal going forward is, how do we continue to close that gap?

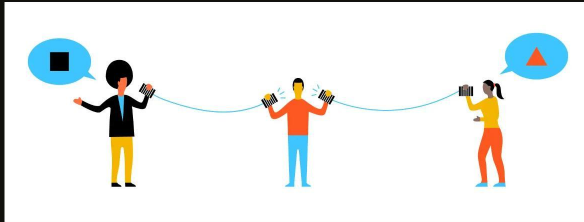
**Amber:** I like the term "round tripping" because it addresses the converse side of the problem—making designers better at creating experiences that are plausible in code.

**Paul:** "One of the reasons for us to be native was exactly that. When a designer can draw anything, let's say, in Sketch or Photoshop, it's so easy for the developers on the other end to say, "It can't be done" or "It's too hard." We wanted to enable the designer to take their idea so far that, with quite a bit of ammunition they could say, "It's not necessarily easy, but it can be done, and here is the proof running on a device, natively." That's a huge step for empowering design.

**Amber:** Do you feel like essential elements of the design process are sacrificed when you try to shoehorn print-based design tools into building interactive products?

**Max:** "I think it depends a lot on the problem you're trying to solve. If you're trying to solve a design problem in an area that's very unexplored, you almost can't expect to have a proper tool. A good example is designing for VR. Nobody knows how you're supposed to really interact with it. A lot of the iteration and seemingly tedious parts in the design process are just a fact of life. You're going to have to bend an existing tool to work towards what you want.

On the other side of the argument is mobile wear. A lot of the interaction patterns have been figured out already. Instead of wrestling the tool, you can now spend time prototyping higher-level ideas or maybe a few forms of very unique interaction that you would need in your app.



Amber: How do you ensure that design innovation isn't limited by the tool?

Max: You need a tool that has common patterns for the people who are not trying to create something new, so they can work quickly and solve the problem. But you should also have broad tech that allows the smaller percentage of designers who are trying to create new forms of interaction, who are trying to solve very complex mobile design problems, to create new forms from scratch.

Matias: This isn't a totally foreign problem in the toolspace, right? Things like Photoshop and many other creative tools have taken a position about this in the sense that they are modular and extensible. If that set of things is intrinsically extensible, then you can have the best of both worlds like Max is describing.

Paul: With Photoshop, most of the palette items haven't changed in 20 years. Even the icons have barely changed. If you just focus on the basic building blocks, you can always use them to build something more sophisticated—don't try to inform what that pencil tool can do, just make it a really good pencil tool. It's very important for us that not everything made on Pixate looks like it was built on Pixate.

**“Don't try to inform what that pencil tool can do,  
just make it a really good pencil tool.”**

— Paul Colton

Amber: What is the relationship between building this system of tools and the material design guidelines?

“Matias:” They're all trying to solve the same problem, this problem of getting a better software experience out there. Things like having a coherent framework and guidelines for gaining efficiency and learning and establishing expected patterns, just like Max was saying. That's one step we can do. Getting designers and developers to really understand basic motion principles and invest in them, that's also something we can do and evangelize through guidelines.

But the rubber meets the road, when it comes time to actually implement those things. It's very hard for designers to communicate those motions and interactions, or to develop them, so creating new tools is a natural extension. It's almost like if you pick up the material guidelines and it's the instruction book for how to fish, and somebody's like “Okay, great, but I need a fishing rod.” It's like, okay, great, let's go make some fishing rods! It's the next logical step. I think across all of those efforts, we have the same philosophy. We don't want to make a tool for one kind of experience, one kind of application. We don't want to make a tool that is only useful for material design. We believe very strongly in this idea of making the system resilient, and organic, and composed out of lots of pieces that work really well together. If you don't want to take them all, you're still going to get a lot of value out of any of the pieces that you do take—we still consider that a big success.



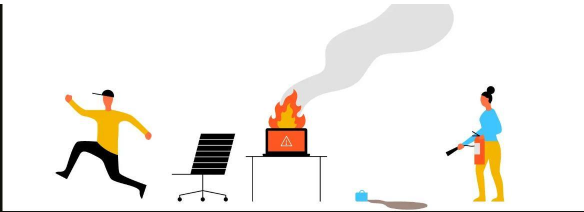
**“We don’t want to make a tool for one kind of experience... We believe very strongly in this idea of making the system resilient, and organic, and composed out of lots of pieces that work really well together.”**

— Matias Duarte

**Amber:** Paul, you brought up the idea that many of our design tools haven’t really changed in the last 20 years. How will you all ensure that these tools address new problems but are still intuitive enough for users—that the onboarding isn’t a deterrent to adoption?

**Paul:** We just try to err towards less is more. As an example, we only have a single primitive. It’s called a layer. People keep asking, give me this, give me that, and we probably will at some point, but the interesting part is at first we only did one thing because that’s all we had time to build. But what we found—almost without exception—is we haven’t held anyone back. They have been able to do almost everything they need to do with this single primitive. That speaks to the point that, if we make it simple but powerful, it makes the onboarding easier. There’s not 50 things to learn. There’s just one core concept that you have to learn well. There is education that has to happen here because some of this content is brand new—like bringing interaction and motion as a core part of an app.

**\*\*Max:\*\*** The way I look at it is, if your tool doesn’t make any strong assumptions about what you’re going to create, it’s not going to date itself when what you create changes. When I look at the set of tools that I have in my garage for fixing stuff around the house versus the ones that my dad had when he was growing up, they’re almost the same. The things that I do with them now are different, but they’re tools for a very specific purpose that have very broad application. I need to look through the tools in Photoshop again, but I think a lot of the tools don’t make assumptions about what the user is going to create, and they can be used for so many things. They haven’t changed because they haven’t needed to change.



Amber: Do you feel that if the tool is working properly, it's going to be able to allow designers to do what they're best at, as opposed to being overwhelmed by learning new technologies?

Matias: "This is an interesting challenge, and it comes from the fact that this problem of motion and interaction is newly critical to our discipline and to our industry. I think actually it's putting a strain and crisis on many people. If you went to school and you picked up the fundamentals of graphic design and layout and had those mental concepts in your head, then you come to a tool—say Photoshop, Illustrator, or Dreamweaver, whatever it was back in the day—and you're immediately in the right head space. You're just learning the tool itself. To use Max's analogy of tools in the garage—all you're worried about is learning the difference between using a manual screwdriver and an electric drill. You're focused on the details of the tool, but you have an orientation and a framework for the problem you're trying to solve. Once you start dealing with some of these questions of motion, and particularly interactions, you're faced with this double whammy of both trying to learn the tools that will allow you to express them, and also the fundamental concepts. That's hard because so many of the people who are working in this field right now barely have time to orient themselves to a new tool, much less familiarize themselves with some of the more underlying concepts."

**"No matter what we're doing in terms of the tools, that we are drawing designers into a new space that that we're all discovering together."**

— Matias Duarte

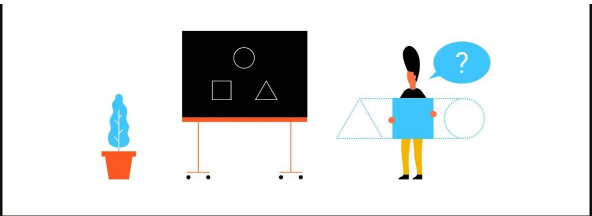
**Paul:** After Effects compared to Photoshop looks so scary—even to me—because I’m most familiar with static design. It’s very, very daunting. What’s really sweet about, Pixar’s approach is, we actually went beyond the timeline. Right when people thought, okay I got it, still images over time. We said, no there is no time anymore, it’s all about user input. That is another big jump for users. We said, what if things animate based on gestures, and you can control the gesture? It may go forward and back, not necessarily in time, but definitely in position. That introduces yet another layer—your users are the timeline. Their fingers on your UI, are what dictates what happens next. That is another leap in the design space.

## “Your users are the timeline.”

— Paul Cotton

**Matias:** “It’s not only just that the user is the timeline—it’s like a four-dimensional timeline. They’re providing other input that could be going anywhere on the screen. Or they could be providing input with multiple inputs at once. Their finger is moving one way on the screen, but they’re also rotating the device. That’s different than just simply designing a single piece of motion.

If somebody’s coming from a world where they’re just thinking about one static layout at a time, even if they’ve given a tool that maybe has this capability to do something richer, their instinct will be to just be like, “Okay, I’m going to wire this one state to this other state”. Maybe it’ll have an animation, but it’s not going to be the kind of rich interaction that’s possible today. We need to do both. We need to provide an on ramp, but also we need to recognize that no matter what we’re doing in terms of the tools, that we are drawing designers into a new space that that we’re all kind of discovering together. This is new for all of us.



**Amber:** The narrative a designer has to think through and design around is infinitely more complex and variable—how does designing with real data help solve for edge cases and user flows?

**\*\*Paul:\*\***They're not even edge cases anymore! I mean, did you really think that when you designed that high DPL very large image on your 30-inch display, something would have to run on a 1-inch screen on somebody's wrist? It's not just about designing the interaction, it's about how this interaction will play out across different form factors and sizes we don't even know about yet or may not be able to control. You've got so many new inputs that get dropped on someone who is used to working in a static, two-dimensional world.

**Matias:** This is another good point. Many teams, particularly here at Google, really rely on real data. For example, our search team can do some static studies and interactive motion studies, and then go and build an interactive prototype. At this point, there's hardcore engineering using data to help make design decisions. That's the thing that gets the product validated before it goes into production engineering. I mean, it's a super robust process, but it's extremely expensive. That's why it's so cool to see things like what's in the **Form SDK**—to have that same capability that the search team has, to create these plugins, which can pipe real data from your systems or from any open APIs and get that to be part of your exploration—that's so exciting to me.

**\*\*Max:\*\***For every design problem there's a different way to test all of those edge cases and understand whether your design is going to work in practice. A big focus for **Form** recently has been designing in context, so users can test their design on a device in the wild. A lot of the tools that we see today don't have the support for any of that. We have had designs that used lorem ipsum all over the place. We had built a commenting system for a client app and when somebody comes in and writes a one-word comment, the design actually kind of looked pretty terrible.

**“When you only test a few cases in your design, it’s very rare that you will actually come out with something that works in practice. We need to be designing as much in practice as possible.”**

— Max Weisel

Amber: Max, Paul, what excites you most about bringing Form and Pixate to Google?

Max: I think the big excitement for me is that the problem we’re trying to solve is so huge. We’re trying to make it easier for everyone who designs for mobile. That’s a problem you need to be addressing at a company that has the resources, and the thinking, and the talent to be able to work on that scale. When it comes time to test our theories on large volumes of data or users, like even just dogfooding internally, it allows us to really test a lot of our theories before they even see the light of day.

Google is operating at the same scale in which this problem exists and has all of the ability to solve it well. Based on what we’ve seen in previous years with material design, they’re already headed down that track and feel very strongly about it, and they are executing pretty brilliantly. We want to be a part of that.

\*\*Paul:\*\*I enjoy being as disruptive as possible. I think it would be a lot harder to do that at the scale we were at versus the scale we’re at now joining Google. Change requires a lot of effort. Some of this is brand new thinking, and we want to be disruptive to the status quo of how things have been done, and also disruptive in how things will be done in the future. It was our goal even as a very small startup, and now hopefully we will continue doing that. I think that’s the opportunity. How do we make it better for everyone to work in this area and frankly to short circuit much of the nasty processes that are out there.

Amber: Matias, how do you envision these products in the larger context of the future of design at Google?

Matias: It’s all a part of this mission to make it so there can be wonderful digital interactive experiences out there. That’s the whole reason we’re doing this. We’re doing this to raise all boats. We’re going to leave no stone unturned in our pursuit of that effort. We put out guidelines, we host workshops, we host conferences. We’re going to give you tools. We want to get out there and we want to have impact at a massive scale using our unique leverage because of who we are and what our touch points are because we really just want to make design better. At the end of the day, it’s all about what the designer is going to create, what the developer is going to create—what’s going to actually get out there and touch users lives—and we’re passionate about making all of that better.

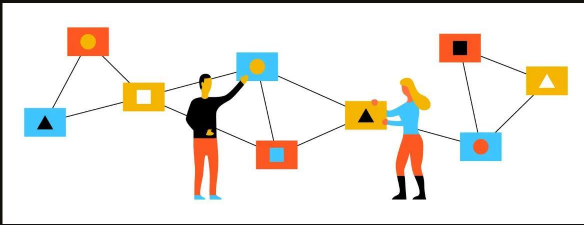
**“It’s all about what the designer is going to create, what the developer is going to create – we’re passionate about making all of that better.”**

— Matias Duarte

Amber: In that aim, is there any anxiety about keeping design up to pace with the rapid speed of technological advancement?

Matias:“It’s about the entire creation process. You know, it’s funny, design is one of those words that very few people agree on—it’s a loaded word. To me, design is really anything that is a process of imagining and understanding a problem, conceptualizing a goal, and then trying something to satisfy that goal, and doing that figuratively. That is the practice of design—it is a considered creation. There are plenty of examples of things that are created out in the animal kingdom, but considered creation is unique to humans. I think that’s the thing that is worthy of being called design.

When you deliver a product, whether it’s via the web or via an app—or via whatever comes in the future—the larger endeavor is a design process. Inside that process, you have people who are designing and implementing more technical things, and people who are designing and implementing aspects of the usability, and other people who are really focusing on the emotional experience or the comprehension. There’s so many different people contributing in their own way to the design, to the ultimate solution. That process is really hard in a number of ways. Part of the challenge is how different parts of the teams work together. How do you keep the things from falling between the cracks? Part of it is how do people explore and ideate how things like state or interactive motion are going to play out, if they don’t have good tools to do the interaction (visualization, sketching, experimentation). All that is in service of this larger problem of—we just want to make things. We want to make good things. That’s where I think the investment and the problem is. I feel like if you look at other industries, people have tools and processes that are refined and much more efficient and you’re not so frustrated about things falling between the cracks or people misunderstanding each other. Looking again at print design, which is largely done with digital tools today, the process and the craft has been really well honed over hundreds of years. In contrast, these digital interactive experiences, these stateful experiences, they’ve only been around for a couple of decades. It’s not a surprise that we’re still creating these first tools. We’re at the era of having a printing press, but nobody’s actually got it figured out that you need to run a proof first.



Amber: That's a nice analogy. Do you feel like these tools are going to be going to start to leveling the playing field in terms of design specialization?

**Matias:** "If anything, this space is going to make it worse. I remember back in the early days of the web.com boom [in the early 2000s], when people were worried about the fact that interaction design or information architecture was a thing that nobody had dealt with before. You had people who had been on print and information and communication graphics for ages, and the idea that you might have a nonlinear experience of text and images was completely foreign to them, and they needed to rationalize and understand how that fit into that world. Now the idea that you might have experts in motion or interactive motion or interaction through states, makes it even more complex. I think it's going to throw people for a loop. It's like any rich discipline. There are some kinds of roles that, in order to be effective, need to be really broad. If you're going to be a good movie director, for example, you need to understand all the elements that go into making your movie. A really great director—even a very hands-on director who has a really distinctive cinematic style, or who is a very strong editor, still hires a proper editor. There are still specialists who go deep into these topics because there's a lot of work to be done. The debate is completely wrong. It's not an either/or question. Our craft is maturing and all of these roles are maturing, and you're going to see people who become and can succeed at being proficient across some of these boundaries, and other people who succeed at being really specialized."

**Max:** I think, a lot of it, at least from what I've seen, kind of comes down to team size, too. I have a friend who is a graphic designer in New York, and he has worked at design firms ranging in size from five people to hundreds. I asked him, well, what's the difference? Do you like one more than the other? He said the biggest difference is, on the smaller team, you had to be good at everything. On a larger team, there are people who specialize. Ideally, better tools mean you get both better generalists and better specialists."

**Paul:** "We've talked to a lot of designers who've told me, 'Hey I'm going to have to go learn X code so I can do what I need to do.'"

to see" that's not bad trying the pair going to come that does four to cross really well. Well, you're introducing the first and two, there are better ways to use your time. You can empower a designer with better tools and facilities, versus them having to jump completely to the other side of the process, which is what a lot of designers are having to do today. In a way, yes, we're going to level the field. I want to see the engineering side peek on over and say "Can I use that?" Seriously, that's the goal, right? Everybody wins.



Amber: As gestures become almost canonical with a product's brand identity—the one that everyone always references is Tinder's "swipe right" to say yes—I imagine these tools are going to become even more essential to the design process.

\*\*Max:\*\*You could argue that the swipe right and swipe left gestures weren't necessary — it's not even necessarily a better solution to that problem—but it is interesting how it completely defined the brand and had such a large impact on the culture in general. I crack jokes about swiping left and right all the time! There's definitely something interesting in having unique forms of interaction, even if they're not functionally better.



**“You could argue that the swipe right and swipe left gestures weren’t necessary... but it is interesting how it completely defined the brand and had such a large impact on the culture in general.”**

— Max Weisel

**\*\*Matias:\*\***This is something that we found in our research early on that underscores the point of why you don’t just want to be hitting things on the screen. There’s actually a psychological and neurophysical difference in the kind of engagement that you have when you’re hitting something, battling it and waiting for it versus when you’re engaged with something and you’re moving and you’re sliding things around. It’s much more positive, and engaging, and delightful, and stimulating.

**Aniber:** As you evolve these tools to have new features, how do you determine what will be valuable to designers—what will be a lasting feature and what might just be a fad?

**\*\*Max:\*\***Everyone on our team works closely or hangs out with other designers and engineers. You can kind of get a good feeling of where their frustrations are and where they actually get stuck over a few beers after work. Sometimes what people find frustrating is something they kind of enjoy doing, but it takes them too long, so if it took like 10 minutes, that’s huge. You may never know unless you look at what people are actually doing and where they spend most of their time.

**Aniber:** People can be unreliable narrators, too.

**\*\*Max:\*\***Yeah, exactly. Sometimes, you might do something tedious and it takes you thirty seconds, and you complain about it all day. However, you spend fifty five minutes doing some large design and it’s probably fun. But the tool could be improved so you could do it much more quickly.

**“You’ve got to say, I know designers don’t know they need this yet, but I can see how it’s going to change their lives in a meaningful way.”**

— Paul Colton

**\*\*Paul:\*\***For us, there are two kinds of features. The ones that everyone knows they want, and then there are the processes you discover. The harder ones are the features they don't yet know they need that are maybe game changing, or just different. It's so easy to do all the things that people ask for, whatever priority you've given them. The real game changing features are the ones you've just got to bet on. You've got to say, I know designers don't know they need this yet, but I can see how it's going to change their lives in a meaningful way.

**\*\*Matias:\*\***That's why we're doing this. Because we see a need that is unmet, and we really want to help out.

07.18.16

## Contributors



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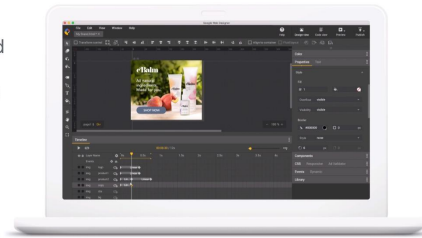


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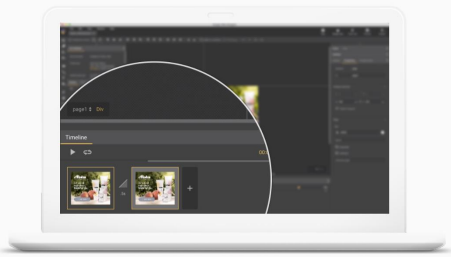
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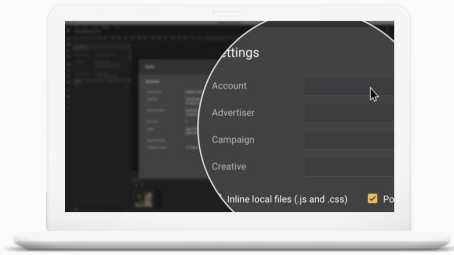


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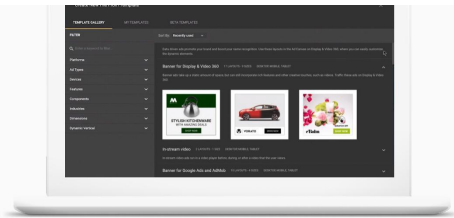
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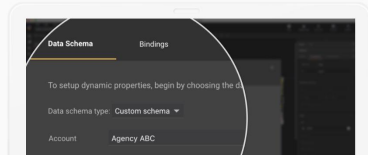


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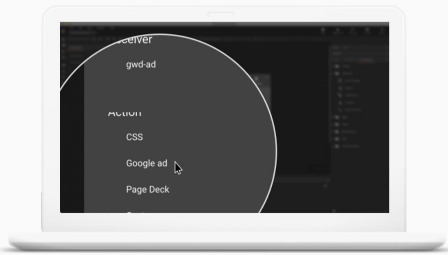


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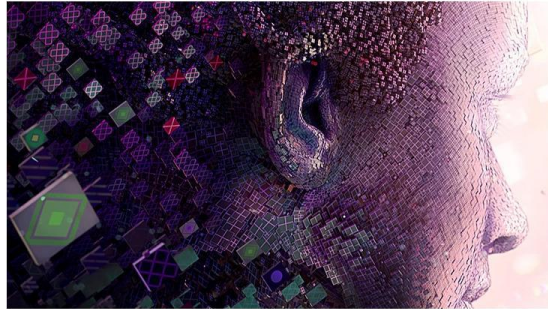
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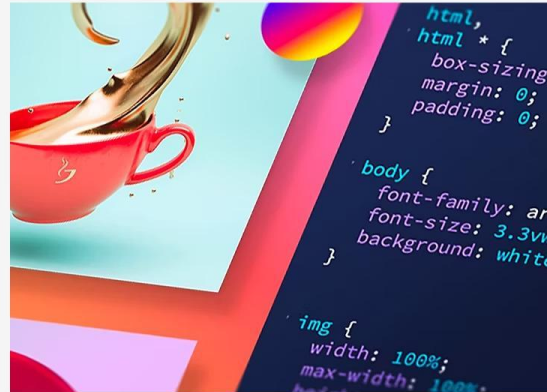
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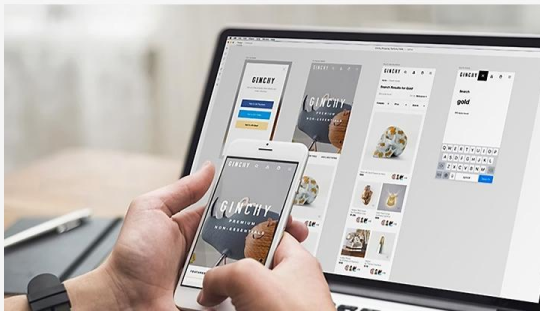
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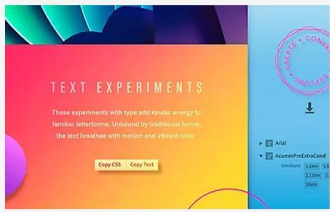
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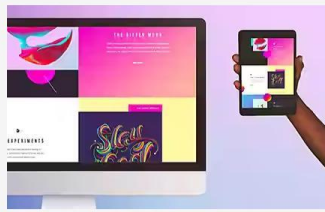
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## Create a great user experience with intuitive app design software.

Building a sharp app or web design isn't complicated when you have the right app design software. Whether your goal is to be a top seller on the app store or to build an app for your small business, there's an appropriate tool for making your project. With powerful desktop, mobile, and web apps, you can work on app creation anywhere. And effective collaboration features guarantee quick app-building iterations — put your ideas into action.



App and web design, illustration, animation, and photography.  
Adobe Creative Cloud has you covered.

Start free trial

## Lay out beautiful apps and websites.

Use industry-leading layout tools and make sharper designs. Create precise layouts with visual flair and intuitive functionality.

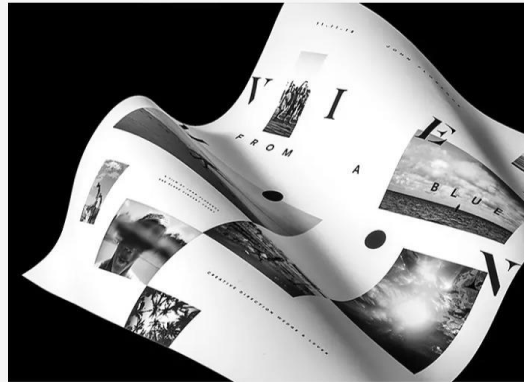


Adobe InDesign  
Craft elegant layouts at your desk or on the go.  
[Try now](#)

## App design software for interactive digital publications and print media.

Make an impression with top-notch design tools for digital and print. Create interactive publications, e-books, websites and more.

[Choose a plan](#)



## Work with more app design features in InDesign.

### Define your pages

Lay out your title/home page and build your secondary master page.

### Add content

Import your text and graphics and place them into your design. Refine

### Build interactivity

Assign actions to buttons. Create content links, shortcuts, hyperlinks

### Export

Save as an interactive PDF, a JPEG file or another suitable format for

Set frames for images, text and interactive buttons.

your design by tweaking frames and adjusting fonts, colors and textures.

and navigation controls.

delivery to designers. Or send to Adobe Experience Manager to build as a mobile app.

#### Professional templates

Get a head start with professionally designed, modern templates. Adapt the template to your layout by adjusting frames, fonts, colors and more.

#### Adobe Stock integration

Search and licence graphics and templates through Adobe Stock. Manage your licensing centrally and speed up asset acquisition.

#### More export possibilities

Export your project as a PDF, JPEG, EPUB or HTML file for web-ready applications. Re-purpose content for multiple media.

[Learn more about what you can do with InDesign](#)

## Design, code and publish. Faster.

Build responsive apps and websites quickly, with potent coding tools for many programming languages. Preview and refine in real time.



Adobe Dreamweaver  
Design and develop modern, responsive websites.  
[Try now](#)

## App design software with the power of code.

A development platform with serious coding tools for full control and efficient design. Write and edit quickly in HTML, CSS, JavaScript, PHP and more

[Choose a plan](#)





## Features to make quick work of app design.

### Use Standard or Developer mode

Work in Standard mode to see a preview of your site and useful panels. Switch to Developer mode to maximize coding space.

### Create style sheets

Create your CSS style sheets. Define your styles for headers, menus and text. Assign fonts and weights.

### Build with HTML and JavaScript

Build up your HTML structure and content. Add JavaScript elements for interactivity or app functionality.

### Preview, test and publish

Preview your finished site. Test it and gather feedback. When it's done, upload it to a web host and publish.

### Adobe Stock integration

Quickly search for and licence content for your website. Find the graphics, add-on widgets, and app templates you need for your design.

### Coding shortcuts

Back-end work made easy. Build lines of code with a few clicks. Use structure shorthand and keyboard shortcuts to make lines of perfectly nested code quickly.

### Browser and device previews

Check and refine your design with previews on web browsers and mobile devices. Get feedback from collaborators and testers using QR code links.

[Learn more about what you can do with Dreamweaver](#)

## Simple, easy, free web designer.

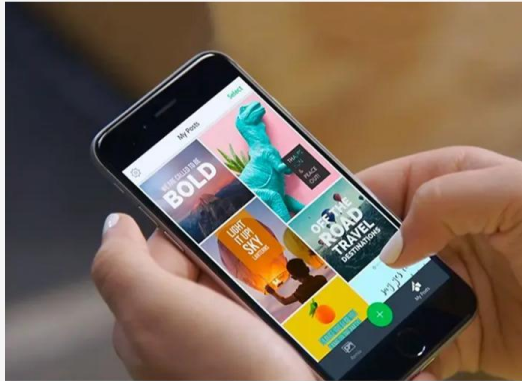
Create a beautiful web page in minutes. Use an intuitive web creator to combine text, images, graphics, and textures.



Adobe Express

Create graphics, web pages, and video stories in minutes.

[Try now](#)



## Express it.

A simple free online tool to create sophisticated, modern web pages. Develop your design with text, graphics, and video.

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### Intuitive features help you create quickly with Adobe Express.

#### Write a title

What is your web page for? Write a title that clearly and concisely captures the essence of your web page.

#### Pick a background

Choose a background color or image. You can make any customized color with the color picker. Upload a photo or graphic as a background or search for a free image to use.

#### Add copy, images and video

Upload and arrange text, images and video clips. Use Adobe Express to create collages and other graphics.

#### Share

Post your web page to a social media platform or send a link via email. Adobe Express will host your web page.

#### High-quality fonts

There are dozens of professional fonts to use on your web page. Experiment with different typefaces and colors until you find the right mix.

#### Guided design

Let the web page creator prompt you for content and then watch as it assembles your content into a modern design.




#### Elegant themes

Carefully designed themes give your page style. Experiment with different themes to find the one that fits your page best.

[Learn more about what you can do with Adobe Express](#)

Compare the features of web and app design software.

High-level design or dealing with the nitty-gritty, for a web page or web platform, we have tools that are perfect for your project.

	<div> InDesign</div>	<div> Dreamweaver</div>	<div> Adobe Express</div>
Artboards	✓		
Layout tools	✓		
App templates	✓	✓	
UI toolkits			
Wireframes	✓	✓	
Previews			✓
Mockups		✓	✓
Live previews		✓	
Interactive prototypes			
Desktop app	✓	✓	✓
Mobile app			

## Learn how to design better apps and websites.

Creative Cloud apps are full of possibilities. Learn how to use their powerful features for better designs.



### Start with UI kits for faster design.

Populate your artboards quickly using UI kits full of common app elements. Adapt them to your own app design by customizing fonts, colors, and icons.

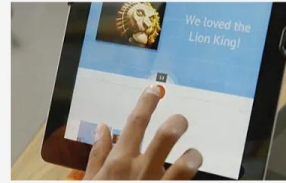
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### Preview, modify, and test prototypes on desktop and mobile.

Understand the app refinement process using prototypes. Tap into user-friendly live previews, make on-the-spot changes, and test your final design.

[Learn more](#)



### Create a site on the go with Express

Learn how to maximize your workflow with a combination of mobile and desktop apps. Create a design on the spot and refine it using a desktop app for a quick turnaround.

[Learn more](#)

## There are no limits to what you can do with app design software for Windows, macOS, Android, and iOS.

Design better, build responsively, and iterate faster with robust development software. Creative Cloud has industry-leading app-builder tools for every stage of the creative process. Integrated collaboration tools and an intuitive user interface let your whole team work together to quickly refine every aspect of a design. With attractive membership options for individuals and businesses, and special discounts for students and educators, there's a plan for everyone. Find the one that works best for you.

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Find the plan that's right for you.



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Get the entire collection of creative apps and services.

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Students and teachers

Students and teachers save over 60% on Creative Cloud.

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Industry-leading creative apps with simple license management and easy deployment.

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Illustrator and Photoshop.  
Put together.



## Better together.

Work quickly across apps to design packaging in Illustrator and bring it into Photoshop to create product mockups and much more. Built-in tutorials make learning these skills easy.



Adobe Illustrator



Adobe Photoshop

Try them both in the All Apps plan.

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## Create layouts that aren't played out.

Design impactful layouts with InDesign for both print and digital media that will keep people turning pages. Design inventive multipage documents where text and images collaborate to create stunning magazines, reports, eBooks, and more.

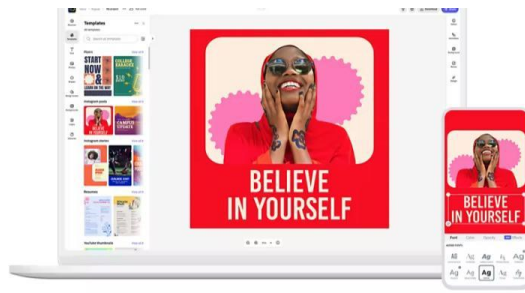


Adobe InDesign

Try it and 20+ others in the All Apps plan.

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## Get Adobe Express free.

Quickly and easily make standout social media content, flyers, logos, banners and more with thousands of professionally designed templates. No credit card required.

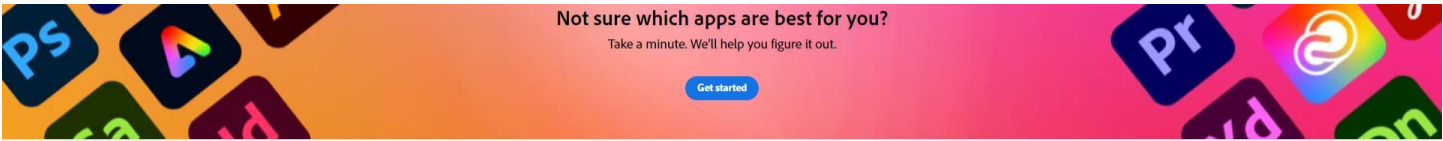


## Jump-start your work with fonts and templates.

Find the perfect style for your designs with over 2,000 fonts from the Adobe Fonts library, included with your Creative Cloud plan. Go from start to finish faster with Adobe Stock templates to easily craft brilliant designs.

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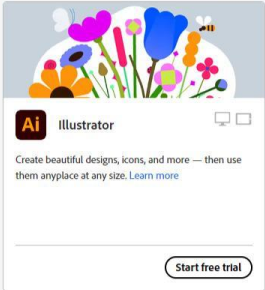




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Take a minute. We'll help you figure it out.

Get started

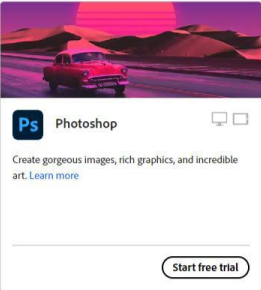
Creative Cloud apps for graphic design.



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Create beautiful designs, icons, and more — then use them anywhere at any size. [Learn more](#)

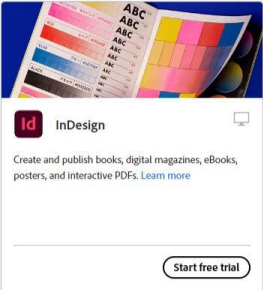
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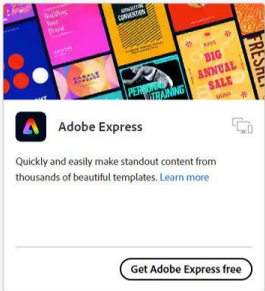
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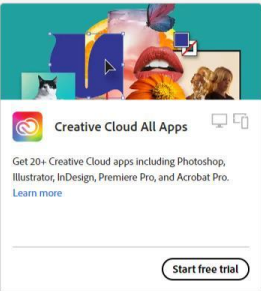
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### USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued  
on January 4, 2024 for  
**U.S. Trademark Application Serial No. 97879450**

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action to avoid your application abandoning. Follow the steps below.

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- (3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

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